

ABSTRACT OF THE DISCLOSURE

In a wet-type coating apparatus, a gravure roll tapered at both end portions thereof is provided. In this case, the tapered portions are located beneath non-pixel-forming areas present on both sides of an effective pixel forming area of a silicone blanket. With this arrangement, a coating liquid is supplied and applied to the surface of the silicone blanket from the lower side thereof while the film width of a contacted liquid portion held between the effective pixel forming area and the surface of the gravure roll is kept uniform along the direction of the rotational axis of the silicone blanket. By this coating method, the nonuniformity of film width of the contacted liquid portion and the like are absorbed by the tapered portions corresponding to the non-pixel-forming areas.